

Michigan Historical Center Foundation

Minutes

July 27, 2007, Annual Retreat
Lansing, MI

Present: William Anderson, Mickey Briggs, Nancy Danhof, Paul Drake, Patrice Merritt, George Meyer, Deb Muchmore, Randy Ragsdale, Bill Rands, Andrew Richner, Joe Schwarz, Arlene Sierra, Bus Spaniola, Ed Surovell, Jim Wardlaw, Sandra Clark (Director, Michigan Historical Center), Patricia Clark (Director, Michigan Historical Center Foundation), Carol Payne (Development Administrator, Michigan Historical Center Foundation), and Loretta Zumbaugh (Database Administrator).

Board Chair Deb Muchmore, called the meeting to order at 1:10 p.m., welcomed the members of the Board and introduced new Board member George Meyer.

Business Meeting

Approval of Minutes: Motion was made, supported and unanimously carried to accept the Minutes of the May 17, 2007, minutes as distributed.

Financial Report: Treasurer Randy Ragsdale reported on the May and June monthly financial reports. The National City sweep account currently yields 4.75% with a balance of \$581,000. Mickey Briggs made a motion to accept the financial reports as submitted. The motion was supported by Arlene Sierra and unanimously carried.

Nominating Committee: Mickey Briggs reported on the nominating committee on behalf of John Axe. The five steps on Board nomination procedures was submitted and discussed. Randy Ragsdale made a motion to accept the Procedure for Board Nominations, amending the language in Step 3, last sentence by changing "Where appropriate, the individual will also be invited to visit ..." to "The individual will also be required to visit ...".

The Overall Objectives for Board Qualifications and Expectations of Members were submitted and discussed. The Objectives were provided as governing guidelines only. The first point in the Expectations on Board giving applies to new Board members and current members upon renewal of their Board term. Language change should be made to amend Expectations of Members, first point, to add the word "annually": "DEMONSTRATE leadership in giving to the MHCF **annually**, both individually" Randy Ragsdale made a motion to accept the Expectations of Members as amended. The motion was supported by Arlene Sierra and unanimously carried.

The Board was supplied with a list of potential board candidates to fill vacant Board seats. Discussion ensued relative to the background and potential of each individual. There was further discussion on the classes of Advisory Board, Ex Officio and Emeritus as to retired Board members. Arlene state believed the Board should keep the Advisory Board status for those individuals who want to support the Foundation but are unable to attend meetings. It was agreed this topic should be discussed during the strategic planning session.

Development Report: Pat Clark distributed the report of the development office and discussed the following topics:

- Facility Use: MHCf rents the facility after hours for special events. However, due to additional charges from DMB, we will be updating policies and procedures and rental fees for future rentals.
- The Jingle Ball: This year's event will be held on Saturday, November 17th with a goal of \$30,000 - \$20,000 in ticket sales and \$10,000 in revenue from the silent auction. The steering committee and board members are requested to sell or purchase six tickets.
- Michigan History Education Fund: With sponsors acknowledged at the annual *Jingle Ball*, this year's goal is \$50,000 with \$21,000 received and \$17,500 committed to date. Board members are required to acquire one sponsor.
- Comerica Fundraiser: A special thanks to Board members Mickey Briggs and Deb Muchmore for their generosity and support for a historical evening at Detroit Tigers Comerica Park fundraiser. We raised \$4,500 at this event.
- Gift and Board Appeal: The gift appeal sent in May brought in \$26,990 along with the Friends memberships. The Board appeal total is \$9,897 totaling \$36,887 towards the \$60,000 goal.
- Financial Edge/Raiser's Edge: A Blackbaud consultant is scheduled to begin work on Financial Edge interfacing and integration in mid-August. The Department of Information and Technology is finding it difficult to upgrade and reinstall Financial Edge, which could put the process behind schedule. The goal is to trial run Financial Edge, interfaced with Raiser's Edge, by September 1, with total implementation by October 1, 2007.
- Leavenworth Project: The Leavenworth photo collection has been donated to the Archives of Michigan. The Foundation will collect donations to fund the collection.
- Elbinger Project: Doug Elbinger, a local photographer, has donated photos of celebrities and politicians over his 40-year career to the Archives of Michigan. An independent fundraiser has been hired by Mr. Elbinger to raise funds for the cost of a special exhibit of the Elbinger photos to be held in the Museum in October 2008 before being permanently stored in the State Archives.
- Heritage RoadMap: Funding sources are continually being researched and pursued for the match for this project.
- Walker Tavern: Approximately 50% of the match funding for the Hewitt House has been raised. Grant proposals have been submitted to the Americana Foundation and Consumers Energy Foundation. The barn roof renovation will begin in August.

Opportunities to Contribute and Foundation Budget Priorities documents were submitted to the Foundation Board for review.

(At about 3:00 p.m., the meeting adjourned.)

Strategic Planning Session

The Board reconvened to discuss long-term planning and what the Foundation needed to undertake in the next three to five years.

Sandra relayed the sources of funding for the Michigan Historical Center, which includes \$5 Million from the General Fund Budget, 95% of which goes for salaries and benefits. This

funding covers the 11 Museums, Archives, Archeology, Records Management, State Historic Preservation Office and Publications. Preservation is partially federally funded, which needs to be matched by enterprise funding. This includes the *Michigan History* Magazine, the Museum Store, Archives and Records Management.

It's difficult to determine a five-year plan without having the funding in place. A formula was shared with the Board: Center = Michigan Economic Development /Michigan Education ($C=ME^2$).

Electronic Records is an enterprise-wide Imaging System (Information Technology provides tools, Record Management provides rules). The Center serves over .5 million visitors and 1 million at Mackinac. As to the museum sites, the sky's the limit and we are only touching the surface with education, preservation, records management and tourism. Sandra communicated her goal of establishing a \$100,000 reserve in the Foundation for match dollars over the next five years.

Sandra shared education materials from Kansas City "Read Kansas" where every child, every year, learns about state history. The materials were developed for first grade through middle school students, which include Standards, Objectives, Activities, and Essential Questions. High School students: example: Truman – activities – Milliken Environmental issues to start program. Adults: Elderhostel (Travel with history education). We need to make education organizational.

Operating Budget today: \$6.5 million. There was discussion on how the function fits into the needs of the Center. Deb suggested a detailed timeline be prepared and submitted to the Foundation that includes the needs of the Center, how much it will cost, and the deadline for the funding. The Foundation needs planned programs and exhibits where fundraising is proactive rather than reactive with a goal line, i.e., capital campaign. Deb included that the Foundation also needs a reserve for foundation staffing. Sandra suggested the Foundation needs reserves for both operations and Center needs, such as the Kalamazoo Foundation endowment that funds the 20th Century exhibits.

Fiscal Goals:

- Annual operating reserve, also matching funds, shortfalls or new opportunities
 - Donors give because they:
 - Like it
 - Avoid something they're afraid of
 - Have friends they're supporting
- Long-term planned fundraising – sustained fundraising effort
- Short-term – exhibit outreach
- Flow-through funds
- Unrestricted reserve pool
- Policy for managing fundraising opportunities
 - Endowment
 - Planned Giving
- Prioritize
 - Funding pots
 - Sustainability = criteria #1
- Don't target too narrowly – may want to give to Michigan history in general
- Leverage the community that care about history

Need:

- Polished template
- More time on execution (vs plan/goal/vision)
- Statewide
- Motivation of giving from donors
- Common strategic intent between the Center and the Foundation

Set up subcommittees for planning

- Need to know when goal is reached
- Packaging
- Need something to sell – strategically
- Cannot separate Center and Foundation – same voice – same effect
- What is the brand?

- BRAND
- Discussion on name change for the Michigan Historical Center Foundation.
 - The Center implies a building
 - Continue “Foundation” as part of the name
 - Personal connect to Michigan History – why aren’t we collaborating with MSU, v Virtual University, Michigan Historical Society
 - Web – creating a community – technology now exists – social technology
 - Customers
 - Major Corporations
 - Individuals
 - How we touch customer.
 - Value of Friends organization?
 - Enroll and become Friend
 - Purchase merchandise/ MH magazine – use as leverage
 - My Space
 - Wiki
 - Links – rental of facility
 - Have value as a Friend member
 - Donations through the site

- PROJECTS
- Create across the state – access to Michigan history
 - www.michiganhistory.com - portal - join a community of people who care
 - Value – Corporate donors will support if we show value

There was discussion on establishing an ad hoc committee to put together a model. How it currently looks and how it may happen.

After some discussion a Strategic Planning Ad Hoc Committee was formed, being chaired by Jim Wardlaw. The Committee includes Board members Bill Rands, Nancy Danhof, Arlene Sierra and Patrice Merritt

Pat was requested to supply the necessary information to the committee within one week to 10 days to begin, give some structure as to what needs to occur, how to utilize board members, and how to integrate with other organizations, i.e., Friends, Commission, etc.

A motion was made by Patrice Merritt and supported by Mickey Briggs to adjourn the Board meeting. The motion carried unanimously and the meeting was adjourned at 5:20 p.m.

Respectfully submitted,

Carol A. Payne, Recording Secretary
On behalf of Patrice Merritt, Board Secretary